

2010 FIFA World Cup™

MRL Newsletter



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MRL DAILY BRIEFING RECAP

- Special restrictions will apply to usage of the footage from both the Special Olympics Unity Cup and the 2014 FIFA World Cup™ emblem unveiling. These restrictions will be distributed throughout the IBC and made available at the BIO.
- IBC users are reminded to check their pigeonholes regularly for newly circulated information.
- MRLs are asked to remind their venue crews to bring their bibs to the stadium on MD-1.
- The Football for Hope festival begins tomorrow; footage of the festival's opening will be made available on the FIFA MAX Server and will most likely be distributed as a satellite play-out.
- There will be no MRL Briefing tomorrow; the next Briefing will take place on Monday 5 July and will be dedicated to the IBC dismantling process.

YOUR FEATURE PRESENTATION...

So you need an entire production of a FIFA World Cup™ match that is good to air unedited? That's the EBIF Show. "MRLs can take this product and put something out that is as high a standard as you would expect from a top level broadcaster," explained Jamie Aitchison, EBIF Executive Producer.



The distinctive features of Jamie Aitchison, EBIF Executive Producer

What sets the EBIF Show apart is the quality and range of features. "It was decided for 2010 that the focus of the pre-match features had to have a relevance to the game," adds Jamie. "We try and get a real variety of stories, some nice fan pieces and cultural stories related to the venues, filming something that looks visually amazing but also gives people a bit of historical background."

It has been a challenge preparing a constant stream of material, but one that has been a team effort between the producers and the crews on the road. "We are in a bubble in Johannesburg while they are out in the field, but once they got their teeth into it they came up with a lot of ideas themselves," Jamie added.

Looking after the sheer volume of content produced on the road is the HBS Production Centre, responsible for processing and managing this material. "The EBIF Show is the primary source for the HD and SD World Feed," explains HBS Senior Production Manager Olivier Meaux Saint Marc, "and is the result of the hard work of many people - such as IBC-based editors, graphics and feature producers and voiceover artists and all part of a detailed planning and workflow implemented by HBS Production and Engineering."

Leading in with 30 minutes of pre-game coverage and another 30 post-game, the EBIF Show provides over two and a half hours of material for each of the 64 matches. However, there is always a new angle. "It is a challenge without people in a studio to go back to, but the Piero analysis system [Magma Pro] and enhanced graphics have added another level to our production."

Yet, the best elements are often those caught on the fly. "We can't plan in advance, we have to react to the teams that progress," Jamie explained of the content for today's Argentina-Germany match. "One of our team went to the last Argentina game and waited outside the stadium looking for interesting people. He found a family of three generations, the grandfather had been to the 1978 Final, the father to the 1986 Final and now the eight-year-old son was here for this tournament. It was a really nice human interest story."

MRL PROFILE - ARD/ZDF

Taking up the largest space at the IBC (2,500m²), with approximately 300 of their 550 team members based in Johannesburg, is the joint ARD/ZDF operation. Shipping 180 tonnes of equipment, partly coming direct from their Olympics operation in Vancouver and partly from home, the two broadcasters cover the whole of Germany. Both are public nationwide stations, ZDF being a single entity, and ARD a coalition of regional stations combining to create a nationwide network.



Katrin Mueller-Hohenstein and Oliver Kahn, presenting for ZDF from their Durban presentation studio

Dieter Gruschwitz, Joint Team Leader and Head of Sports for ZDF, has been at every FIFA World Cup™ since 1990. At that event, and then four years later in the USA, he was working solely for ARD, before switching to ZDF, and so is in a great position to understand the needs and methods of both stations. "The workflow is very close," Dieter explains, "there may be editorial differences, but these are slight. We work together, especially on the production and technical side."

Along with those based at the IBC, ARD/ZDF have another 250 crew working around South Africa. A custom presentation studio at match stadiums, from which a presenter and guest experts deliver their content, as well as OB units at matches and crews following the national team, keep these other crew members busy. "In the early stages, because of the volume of matches," continues Dieter, "we used a combination of the presentation studio at the venues and our own studio built at the IBC. As the number of games per day decreased, we began to use the presentation studio as our primary studio."

ARD/ZDF are covering 55 matches live during the whole tournament, sharing the coverage on an alternating day basis, with the remaining nine matches being shown on a private station. The coordination of these broadcasts has been planned since the day of the draw, with refinements as the tournament progresses. "We will be showing all of Germany's matches," says Dieter, "as well as the opening and closing ceremonies, and all games from the semi-finals onwards."



Dieter Gruschwitz - looking to break further records today

"The record viewing numbers in German TV history, including non-sporting events, stands at 29.66m, a number recorded in the 2006 semi-final between Germany and Italy," Dieter adds, "at this World Cup we have so far reached 29.19m, during Germany-Ghana. Having Germany reach the semi-finals would be very special, it offers us a chance of redemption. We have been booking everything that is possible for our coverage of this match, maybe we will beat the overall record."

"It is always a great feeling to be at a World Cup," concludes Dieter, "we are all aware of the number of people who are watching our work. There is no bigger event in the world, and you will not get a better response on TV in Germany."